



Prepared (also subject responsible if other)

SEM/BGLDB, Aundra Tatum

Approved

SEM/BGLDB (Monica Towman)

Checked

Company Internal
MARKING DRAWING
No.

1210-6362 Uen

Date

2008-03-25

Rev

1

Reference

3

Approved according to 000 21–LXE 107 42/1

W760i, Mobile Phone Label Content, Made in

1 General information

Mobile Phone label part no	1001-2171
Bar code	Standard: according to Ericsson corporate standard 102 01–109 Uen Print quality: C, according to ANSI X3.182-1990 as stated in Ericsson corporate standard 102 01–1003 Uen Quiet zone: No bar codes are allowed to be closer to a label edge than 2 mm!
Text	If applicable, or nothing else specified, Zebra printer Scaleable Smooth Font CG Triumvirate Bold Condensed is imposed. When needed, the text is adjusted to fit the label.
Coordinates	“(x/y)” under each line number specifies the bottom / left alignment for text, graphics and bar codes, x is measured vertically, and y horizontally from the upper left corner of the label (landscape format), both in mm. When needed, the alignment is adjusted to fit the label.

MLCI= Main Label Content Information document.

2 Printing information

	Content	Format
Line 1a (3,0/1,0)	Sony Ericsson stylized name.	Graphics, height 1,5 mm. According to 1200-1925.
Line 1b (3,0/15,0)	Model Name W760i	Text, height 1,2 mm. <i>According to Chapter 1 in MLCI.</i>
Line 2a (5,0/1,0)	Product number without revision of the Sales Item in which the phone is packed, if applicable. “SI XXXX-XXXX”	Text, height 1,2 mm.
Line 2b (5,0/13,0)	Production week (flash), “yy’W’ww” (yy = year, ww = week)	Text, height 1,2 mm.
Line 2c (5,0/21,0)	Location code of where the phone is flashed, if applicable, “FFF”	Text, height 1,2 mm.
Line 3a (7,0/1,0)	AAD-3252041-BV	Text, height 1,2 mm. <i>According to Chapter 1 in MLCI.</i>
Line 3b (7,0/19,0)	HW & SW identification field, if applicable; “FFGG”	Text, height 1,2 mm. According to Type-testing report under specifying document for the Product Model.
Line 3c (7,0/26,0)	Repair week, if applicable. “Ry’W’ww” (y = year, ww = week)	Text, height 1,2 mm.
Line 4 (8,0/31,5)	SIM-card logo	Graphics height 8,0mm. According to 1001-4476 document, rotated 180 degrees clock wise.
Line 5a (9,0/1,0)	PY7A3252041	Text, height 1,2 mm. <i>According to Chapter 1 in MLCI.</i>
Line 5b (9,0/17,0)	4170B-A3252041	Text, height 1,2 mm. <i>According to Chapter 1 in MLCI.</i>

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Line 6 (11,5/5,5)	Line 7a in bar code. As desired by supplier (e.g. only actual number).	Bar code, height 2,0 mm. As desired by supplier (e.g. Code 128 symbology).
Line 7a (13,0/4,8)	Supplier's identification for trace-ability of the telephone, as desired by supplier (e.g. "S/N: nnn...." for serial number).	Text, height 1,2 mm. Defined by supplier.
Line 7b (13,0/18,0)	Actual electronic serial number (IMEI) of the mobile phone, "00000000-000000-0"	Text, height 1,2 mm. In the format TAC-SNR-CD. TAC and SNR derived from pos 500 in BOM. CD = check digit according to the Luhn formula (ISO/IEC 7812), GSM 02.16.
Line 8 (15,5/5,5)	Line 7b in bar code (only actual number, without data identifier).	Bar code, height 2,0 mm. Code 128 symbology, code C subset. If uneven number of digits, code B subset shall be used for the last digit.
Line 9a (28,0/4,0)	Marking of origin. "Made in Xxx"; "Xxx" = actual country of production of the included telephone, in English	Text, height 1,2 mm.
Line 9b (28,0/24,0)	CE approval symbol	Graphics, height 5 mm. According to 1210-0131.
Line 9c (28,0/31,5)	The notified body number "0682"	Text, height 1,2 mm.

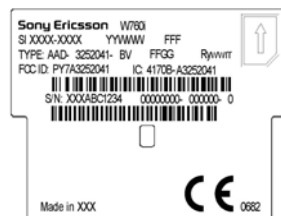
3

Layout

The conceptual picture (for Zebra 90XiII printer, or equivalent) should not be considered as specifications, but as an additional help for setting up the label.

3.1

Conceptual picture



double underlined = major changes since last revision.

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3.2 Label placement

To find the label follow these steps:

1. Remove the cover on the rear side of the product.
2. Remove the battery.
3. The label is located behind the battery.

